

Kristopher O. Keller

University of North Carolina at Chapel Hill,
Kenan-Flagler Business School
4512 McColl Building
300 Kenan Dr, Chapel Hill, NC 27599, USA

Website: www.kristopher.de
Email: kristopher_keller@kenan-flagler.unc.edu

EDUCATION

Tilburg University, The Netherlands

Ph.D. in Marketing (cum laude, highest honors), May 2017

Advisors: Marnik G. Dekimpe and Inge Geyskens

M.Sc., Research Master in Marketing (cum laude, highest honors), August 2013

M.Sc., Master of Science in Marketing Research (cum laude, highest honors), January 2013

Goethe University Frankfurt, Germany

B.Sc., Bachelor of Science in Economics and Business Administration, March 2011

PROFESSIONAL EXPERIENCE

Kenan-Flagler Business School, University of North Carolina at Chapel Hill, USA

Assistant Professor, July 2017 – present

Amsterdam Business School, University of Amsterdam, The Netherlands

Lecturer, September 2016 – June 2017

Tilburg University, The Netherlands

Ph.D. candidate, September 2013 – August 2016

RESEARCH INTERESTS

Responsible Retailing, Private Labels, Branding, Marketing Conduct, CPG-Societal Interactions, Marketing-Mix Decomposition

REFEREED ARTICLES

Keller, Kristopher O. and Jonne Y. Guyt (2023), “A War on Sugar? Effects of Reduced Sugar Content and Package Size in the Soda Category,” *Journal of Marketing*, forthcoming.

Keller, Kristopher O., Dekimpe, Marnik G., and Inge Geyskens (2022), “Adding Budget and Premium Private Labels to Standard Private Labels: Established Empirical Generalizations, Emerging Empirical Insights, and Future Research,” *Journal of Retailing*, 98 (1), 5-23 ([lead article](#)).

Keller, Kristopher O., Inge Geyskens, and Marnik G. Dekimpe (2020), “Opening the Umbrella: The Effects of Rebranding Multiple Category-Specific Private-Label Brands to One Umbrella Brand,” *Journal of Marketing Research*, 57 (4), 677-694.

- 2021 Don Lehmann Award, Runner Up.

- **2022 Best Paper Award, AMA Retail & Pricing Special Interest Group**

Geyskens, Inge, **Kristopher O. Keller**, Marnik G. Dekimpe, and Koen de Jong (2018), “How to Brand Your Private Labels”, *Business Horizons*, 61 (3), 487-496.

Keller, Kristopher O., Marnik G. Dekimpe, and Inge Geyskens (2016), “Let Your Banner Wave? Antecedents and Performance Implications of Retailers’ Private-Label Branding Strategies,” *Journal of Marketing*, 80 (4), 1-19 (lead article).

RESEARCH PROJECTS SUBMITTED TO JOURNAL

Keller, Kristopher O., Jonne Y. Guyt, and Rajdeep Grewal, “Soda Taxes and Marketing Conduct,” revision invited (3rd round), Journal of Marketing Research.

Bombaij, Nick and **Kristopher O. Keller** (equal contribution), “The Hidden Costs of Opening an Umbrella? The Effects of Private Label Umbrella Branding on National Brand Wholesale Prices”, revision invited (2nd round), Journal of Marketing Research.

Guyt, Jonne Y., Arjen van Lin, and **Kristopher O. Keller**, “Banning Unsolicited Advertising Mail: Helping the Environment but Hurting Retailing?,” revision invited (2nd round), Marketing Science.

RESEARCH PROJECTS IN PREPARATION FOR JOURNAL SUBMISSION

Keller, Kristopher O. and Harald van Heerde, “Vulture Marketing: How Competitor Brands Can Capitalize on Brand Pullouts”, writing phase.

Keller, Kristopher O., Jonne Y. Guyt, and Julien Bei, “Bottle Bills: Lowering Waste and Benefitting (Some) Retailers?,” writing phase.

Keller, Kristopher O., Arjen van Lin, and Katrijn Gielens, “Making the Shelf Work for You: The Effect of Shelf Layout on Product and Category Performance,” writing phase.

Keller, Kristopher O. and Raj Sethuraman, “Disentangling the Role of National Brands and Store Brands and their Price Positioning on Promotional Conduct and its Impact on Retail Sales”, writing phase.

Keller, Kristopher O., Marnik G. Dekimpe, and Inge Geyskens, “To Be Different, Or to Be the Same? The Impact of New National Brand and Private Label SKUs on Retailer Category Performance,” writing phase.

Keller, Kristopher O., Katrijn Gielens, and Inge Geyskens, “Can Brick-and-Mortar Stores Help Raise Economic Prosperity in Local Communities”, data analysis phase.

AWARDS, HONORS, AND GRANTS

MSI Research Grant for “Banning Unsolicited Advertising Mail: Helping the Environment but Hurting Retailing?”, 2023
\$4,800

Teaching **All Star Award** for MBA core class instruction at UNC Kenan-Flagler Business School, 2022

Weatherspoon Award for Excellence in MBA Teaching, 2021

\$ 10,000

Emerging Scholar Award: AMA Retail and Pricing SIG (Early Career Contribution Award), 2021

Kenan Institute Small-Research Grant, 2020

\$ 7,700

Institute for Market-Oriented Management (IMU) Research for Practice Dissertation Award, 2019

\$ 3,600

Junior Faculty Development Award (Competitive University-Wide Scholarship), 2018

\$ 10,000

AMA Sheth Foundation Doctoral Consortium Fellow, 2015

GfK Market Research Award (International Master's Thesis Competition), 2014

\$ 1,700

NWO (Dutch National Science Foundation) Research Talent Grant, 2013-2016

\$ 191,000

Koopmans Scholarship (Dean's Scholarship), 2012-2013

\$ 13,500

PEER-REVIEWED CONFERENCE PRESENTATIONS

“Vulture Marketing: How Competitor Brands Can Capitalize on Brand Pullouts”

- INFORMS Marketing Science Conference, Miami, USA, June 2023 (planned)
- EMAC, Odense, Denmark, May 2023 (planned)

“Disentangling the Role of National Brands and Store Brands and their Price Positioning on Promotional Conduct and its Impact on Retail Sales”

- INFORMS Marketing Science Conference, Miami, USA, June 2023 (planned)

“Bottle Bills: Lowering Waste and Benefitting (Some) Retailers?”

- EMAC, Odense, Denmark, May 2023 (planned)

“The Hidden Costs of Opening an Umbrella? The Effects of Private Label Umbrella Branding on National Brand Wholesale Prices”

- Winter AMA, Nashville, USA, February 2023
- EMAC, Odense, Denmark, May 2023 (planned)

“Banning Unsolicited Advertising Mail: Helping the Environment but Hurting Retailing?”

- Marketing Dynamics Conference, Atlanta, USA, November 2022
- EMAC, Odense, Denmark, May 2023 (planned)
- INFORMS Marketing Science Conference, Miami, USA, June 2023 (planned)

“Multi-Tiered Private Labels: Established Empirical Generalizations, Emerging Empirical Generalizations, and Future Research”

- INFORMS Marketing Science Conference, Durham (virtually), USA, June 2020

“A War on Sugar? Finding the Sweet Spot in Sugar Reduction Strategies”

- INFORMS Marketing Science Conference, Durham (virtually), USA, June 2020
- Marketing Analytics Symposium, Sydney, Australia, February 2020
- EMAC Conference, Hamburg, Germany, May 2019

“To Be Different, Or to Be the Same? The Impact of New National Brand and Private Label SKUs on Retailer Category Performance”

- Marketing Dynamics Conference, Dallas, USA, July 2018
- INFORMS Marketing Science Conference, Philadelphia, USA, June 2018

“Opening the Umbrella: Assessing the Performance Implications of Major Private-Label Rebrandings”

- Marketing Dynamics Conference, Hamburg, Germany, July 2016
- Theory & Practice in Marketing, Houston, USA, May 2016

“Let Your Banner Wave? Antecedents and Performance Implications of Retailers’ Private-Label Branding Strategies”

- INFORMS Marketing Science Conference, Baltimore, USA, June 2015
- EMAC Conference, Leuven, Belgium, May 2015
- EMAC Doctoral Consortium, Valencia, Spain, May 2014

INVITED TALKS

“Bottle Bills: Lowering Waste and Benefitting (Some) Retailers?”

- Customer Journey Conference (Bocconi University/Amsterdam Business School), Amsterdam, the Netherlands, June 2023 (planned)

“Disentangling the Role of National Brands and Store Brands and their Price Positioning on Promotional Conduct and its Impact on Retail Sales”

- Southern Methodist University, Dallas, USA, May 2023 (planned)

“A War on Sugar? Effects of Reduced Sugar Content and Package Size in the Soda Category”

- University of Amsterdam, the Netherlands, November 2019

“Opening the Umbrella: The Effects of Rebranding Multiple Category-Specific Private-Label Brands to One Umbrella Brand”

- University of South Carolina, USA, September 2016
- University of North Carolina at Chapel Hill, USA, September 2016
- University of Texas at Austin, USA, September 2016
- BI Norwegian Business School, Norway, August 2016
- Singapore Management University, Singapore, July 2016
- Amsterdam Retailing Meeting (University of Amsterdam), The Netherlands, May 2016

“Let Your Banner Wave? Antecedents and Performance Implications of Retailers’ Private-Label Branding Strategies”

- GfK: Academic Learning Session (GfK Belgium Headquarters), Belgium, June 2015

PROFESSIONAL SERVICE

Editorial Review Board

- Journal of Retailing (2022-), Journal of Marketing Research (2020)

Ad-Hoc Reviewer

- Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Economic Behavior & Organization, Journal of Business Research, Journal of Marketing Theory and Practice

TEACHING RECORD

Instructor	Evaluation (1-5)
<i>MBA 741: Marketing Core (2022) (four sections)</i> <i>Graduate level, UNC at Chapel Hill</i>	4.7
<i>MBA 741: Marketing Core (2021) (four sections)</i> <i>Graduate level, UNC at Chapel Hill</i>	4.6
<i>MBA 741: Marketing Core (2020) (six sections)</i> <i>Graduate level, UNC at Chapel Hill</i>	4.6
<i>MBA 741: Marketing Core (2019) (four sections)</i> <i>Graduate level, UNC at Chapel Hill</i>	4.0
<i>BUSI 406: Principles of Marketing (2019) (three sections)</i> <i>Undergraduate level, UNC at Chapel Hill</i>	4.3
<i>BUSI 406: Principles of Marketing (2018) (two sections)</i> <i>Undergraduate level, UNC at Chapel Hill</i>	4.2
<i>Marketing Channel Management (2015) (approx. 150 students)</i> <i>(with I. Geyskens), graduate level, Tilburg University</i>	4.4
<i>Marketing@Work (2015) (approx. 30 students)</i> <i>undergraduate level, Tilburg University</i>	4.3
<i>Marketing@Work (2014) (approx. 30 students)</i> <i>undergraduate level, Tilburg University</i>	4.2

OTHER EXPERIENCE/SELF-EMPLOYMENT

Formation of jewelry retail store chain, 2007, Frankfurt, Germany, sold in 2011

This Version: April 2023